


**SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS**  
**OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30**

1. REQUISITION NUMBER	PAGE 1 OF 36
5. SOLICITATION NUMBER CNSHQ09R0002	6. SOLICITATION ISSUE DATE 12/19/2008
b. TELEPHONE NUMBER (No collect calls) 202/606-6981	8. OFFER DUE DATE/LOCAL TIME 01/23/2009 12:00

2. CONTRACT NO.	3. AWARD/EFFECTIVE DATE	4. ORDER NUMBER
7. FOR SOLICITATION INFORMATION CALL:  a. NAME Marilyne Brooks, Contract Specialist		

9. ISSUED BY  
 CORPORATION FOR NATIONAL AND COMMUNITY SERVICE  
 Office of Procurement Services  
 1201 New York Avenue, NW  
 Washington, DC 20525

10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR NAICS: SIZE STANDARD:	<input type="checkbox"/> SET ASIDE: % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A)
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11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE	12. DISCOUNT TERMS
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13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING
	14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP

15. DELIVER TO CODE	16. ADMINISTERED BY CODE SAME AS BLOCK 9
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17a. CONTRACTOR/OFFEROR CODE	FACILITY CODE
TELEPHONE NO.	

18a. PAYMENT WILL BE MADE BY CODE
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<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER
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18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM
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19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Strategic Communications				
(Use Reverse and/or Attach Additional Sheets as Necessary)					

25. ACCOUNTING AND APPROPRIATION DATA	26. TOTAL AWARD AMOUNT (For Govt. Use Only)
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<input checked="" type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED <input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	<input type="checkbox"/> 29. AWARD OF CONTRACT: REF. OFFER DATED . YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:
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30a. SIGNATURE OF OFFEROR/CONTRACTOR	31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)
30b. NAME AND TITLE OF SIGNER (Type or print)	31b. NAME OF CONTRACTING OFFICER (Type or print)
30c. DATE SIGNED	31c. DATE SIGNED

## SECTION B - SUPPLIES OR SERVICES AND PRICES

SECTION B - SUPPLIES OR SERVICES AND PRICES/COSTS

Line Item	Description	Qty	Unit	Maximum Price
0001	<b><u>Base Contract</u></b> Performance Period: One year from effective date of contract for Strategic Communications for the Corporation for National & Community Service			
0002	SEE ATTACHMENT 5 <b><u>Option 1</u></b> Performance Period: if exercised, one year from the end of the base period. Option to extend contract for Strategic Communications for the Corporation for National & Community Service SEE ATTACHMENT 5			\$ _____       \$ _____
0003	<b><u>Option 2</u></b> Performance Period: If exercised, one year from the end of the first option period. Option to extend contract for Strategic Communications for the Corporation for National & Community Service SEE ATTACHMENT 5			\$ _____
0004	<b><u>Option 3</u></b> Performance Period: if exercised, one year from the end of the second option period. Option to extend contract for Strategic Communications for the Corporation for National & Community Service SEE ATTACHMENT 5			\$ _____
0005	<b><u>Option 4</u></b> Performance Period: if exercised, one year from the end of the third option period. Option to extend contract for Strategic Communications for the Corporation for National & Community Service SEE ATTACHMENT 5			\$ _____
TOTAL MAXIMUM CONTRACT PRICE.....				\$ _____

## **SECTION C - STATEMENT OF OBJECTIVES**

**SUMMARY:** The Corporation for National and Community Service is requesting proposals for a five-year contract to provide strategic communications and media services. The primary focus areas for this contract are communications strategy, messaging, planning, and media relations. This will be an IDIQ time and materials contract, for up to \$750,000.00 a year or maximum order of limitations, for one base year with four one-year options. The Corporation is also issuing a separate Request for Proposals for Creative and Marketing Services to assist in creative services and the development and production of marketing materials to support our communications goals.

### **I. OVERVIEW**

The mission of the Corporation for National and Community Service is to improve lives, strengthen communities, and foster civic engagement through service and volunteering. The Corporation is an independent federal agency established by Congress in 1993. The Corporation engages four million Americans of all ages and backgrounds in service to their communities each year through the Senior Corps, AmeriCorps, VISTA, NCCC, and Learn and Serve America programs, and it supports millions more through a variety of other initiatives. With an annual budget of more than \$850 million, the Corporation is the nation's largest grant maker in support of service and volunteering. Participants in Corporation programs and the community volunteers they help coordinate enable tens of thousands of national and local nonprofit organizations, faith-based groups, schools, and municipal agencies to solve tough problems and meet local needs in education, the environment, public safety, disaster response, and other critical areas.  
([www.NationalService.gov](http://www.NationalService.gov))

### **SENIOR CORPS**

Each year Senior Corps taps the skills, talents, and experience of nearly 500,000 Americans age 55 and older to meet a wide range of community challenges through three programs: RSVP, the Foster Grandparent Program, and the Senior Companion Program. RSVP volunteers help local police departments conduct safety patrols, participate in environmental projects, provide intensive educational services to children and adults, and respond to natural disasters, among many other activities. Foster Grandparents serve one-on-one as tutors and mentors to young people with special needs. Senior Companions help homebound seniors and other adults maintain independence in their own homes.  
([www.SeniorCorps.gov](http://www.SeniorCorps.gov))

### **AMERICORPS**

AmeriCorps provides opportunities for 75,000 Americans each year to give intensive service to their communities and country through three programs: AmeriCorps State and National, AmeriCorps VISTA, and AmeriCorps NCCC (National Civilian Community

Corps). AmeriCorps members tutor and mentor youth, build affordable housing, teach computer skills, clean parks and streams, run after-school programs, help communities respond to disasters, and build the capacity of nonprofit groups to become self-sustaining, among many other activities. AmeriCorps members in recent years have stepped up their role in recruiting, training, and managing volunteers of all ages and backgrounds, supporting 1.7 million community volunteers in 2007 alone. In exchange for a year of full-time service, members earn a Segal AmeriCorps Education Award of \$4,725 that can be used to pay for college or graduate school, or to pay back qualified student loans. Since 1994, more than 540,000 Americans have served in AmeriCorps. ([www.AmeriCorps.gov](http://www.AmeriCorps.gov))

## **LEARN AND SERVE AMERICA**

Learn and Serve America provides an “on-ramp” to a lifetime of civic engagement for approximately 1.4 million students each year. The program awards grants to state education agencies, schools, nonprofit groups, and institutions of higher education to engage students in service activities linked to academic achievement. This type of learning, called service-learning, increases academic achievement while developing in young people the habits of citizenship. As part of its goal of making student service and service learning a common practice across the country, Learn and Serve America provides resources to teachers, faculty members, schools, and community groups. ([www.LearnandServe.gov](http://www.LearnandServe.gov))

## **OTHER PROGRAMS AND INITIATIVES**

The President’s Council on Service and Civic Participation, a White House Council administered by the Corporation, brings together leaders from the worlds of business, entertainment, sports, education, government, nonprofits, and the media to promote volunteering and presents the President’s Volunteer Service Award to citizens of all ages and backgrounds who have demonstrated a sustained commitment to service. ([www.PresidentialServiceAwards.gov](http://www.PresidentialServiceAwards.gov))

The Corporation’s Resource Center is an online clearinghouse that contains a wide range of free training and technical assistance resources including publications, toolkits, e-courses, best practices and other resources to serve the needs of national service programs and other nonprofit and community groups that use volunteers to meet local needs. ([www.NationalService.gov/Resources](http://www.NationalService.gov/Resources))

The National Conference on Volunteering and Service is the premier annual gathering of leaders of the volunteering and national service world. ([www.VolunteeringandService.org](http://www.VolunteeringandService.org))

The Martin Luther King, Jr. Day of Service supports thousands of community organizations in their efforts to engage local citizens in service on the Martin Luther King, Jr. Federal Holiday. ([www.MLKDay.gov](http://www.MLKDay.gov))

The President's Higher Education Community Service Honor Roll honors colleges and universities for the commitment of their students, faculty, and staff to community service. ([www.NationalService.gov/honorroll](http://www.NationalService.gov/honorroll))

The Corporation conducts extensive research including performance reviews, customer satisfaction surveys, the AmeriCorps Longitudinal study, and the Volunteering in America series in conjunction with the U.S. Census that provides comprehensive data on volunteering trends and demographics to enhance the understanding and promote the growth of volunteering in the United States. ([www.NationalService.gov/research](http://www.NationalService.gov/research))

The Corporation works through its network of grantees and partners on special events including AmeriCorps Week ([www.AmeriCorpsWeek.gov](http://www.AmeriCorpsWeek.gov)), a recognition event (May 9-16, 2009) to thank AmeriCorps members and alums for their service, recognize community partners, and bring more Americans into service; and the Learn and Serve Challenge, a week of special events and community outreach activities (October 6-12, 2008) designed to raise awareness and build support for service-learning. (<http://www.learnandservechallenge.org/>)

Working with the President's Council on Service and Civic Participation and others, the Corporation is spearheading the Pro Bono Challenge, a three-year campaign to leverage \$1 billion in skilled volunteering and pro bono services from the corporate community to help nonprofits address critical social needs. (<http://www.nationalservice.gov/about/initiatives/probono.asp>)

## **PRESIDENT'S CALL TO SERVICE AND VOLUNTEER.GOV**

In his 2002 State of the Union address, President Bush called on all Americans to devote the equivalent of at least two years of their lives—or 4,000 hours—to service and volunteering, and he created the USA Freedom Corps office in the White House to promote service and coordinate volunteer opportunities across the Federal government. The USA Freedom Corps web site, [www.volunteer.gov](http://www.volunteer.gov), hosts an online clearinghouse of more than 2 million volunteer opportunities for Americans interested in engaging in their community. The Corporation works closely with USA Freedom Corps on special events, media outreach, and the [www.volunteer.gov](http://www.volunteer.gov) website.

## **CORPORATION GOALS**

The Corporation's primary strategic goals are to:

1. Meet human needs through diverse, high-quality service programs.
2. Improve the lives of national service participants.
3. Strengthen the infrastructure, capacity, and social capital of communities across America.
4. Achieve and maintain the highest standards of management excellence and of financial, grant-making, and other organizational accountability and effectiveness.

In February of 2006, the Corporation released its Strategic Plan for 2006-2010. The plan, developed by the Corporation's Board of Directors with extensive input from the public, is a blueprint for increasing the effectiveness of the Corporation's programs and operations, and for defining the unique role that national service can play in building a culture of citizenship, service, and responsibility in America. The plan identifies five focus areas where the Corporation intends to significantly ramp up its efforts:

1. Mobilizing More Volunteers
2. Ensuring a Brighter Future for All of America's Youth
3. Engaging Students in Communities
4. Harnessing Baby Boomers' Experience
5. Supporting Disaster Preparedness

The plan goes beyond programmatic goals to embrace broad national goals in the focus areas. The plan also reaffirms the Corporation's commitment to management excellence, spelling out a series of measures and goals to expand program and project quality; cultivate a culture of performance and accountability; deliver exemplary customer service; and build a diverse, energized, and high-performing workforce. The plan is available at [http://www.nationalservice.gov/about/focus\\_areas/index.asp](http://www.nationalservice.gov/about/focus_areas/index.asp).

## **II. SCOPE OF WORK**

The Office of Public Affairs ("the office") is responsible for communicating with external and internal audiences about the Corporation's mission and programs in order to recruit participants, build partnerships, support local programs, raise awareness, and encourage an ethic of service and citizenship in America. The Office determines the agency's communications strategy and messaging; creates and executes a strategic communications plan and calendar; manages the branding of the agency and its programs; develops public service advertising campaigns; conducts media relations; produces the Corporation's websites and publications; creates media and marketing partnerships; manages communications for the National Conference on Volunteering and Service, the King Day of Service, and other special events; produces national service identity items, supports the USA Freedom Corps and the President's Council on Service and Civic Participation; provides communications training, support, and materials to our network of state commissions and grantees; writes messages and speeches for the CEO and other Corporation officials, coordinates with the White House on events and messaging related to service; and carries out other activities to engage more Americans in high-quality service to their community and country.

## **COMMUNICATION OBJECTIVES**

The contractor shall assist the Corporation in creating and implementing communications strategies in support of the Corporation's communications goals to recruit participants,

build partnerships, support local programs, raise awareness, and encourage an ethic of service and citizenship in America.

More specifically, the objectives are as follows:

1. Position the Corporation as a leader in the service and volunteer sector.
2. Help Corporation grantees boost recruitment, build partnerships, raise awareness, and increase sustainability.
3. Promote key programs (e.g. AmeriCorps and the King Day of Service).
4. Strengthen recruitment among participants in Corporation programs among Corporation grant seekers with particular focus on youth, boomers, minorities, and people from disadvantaged backgrounds
5. Increase the number of Americans who volunteer by building public urgency around the importance of volunteering and how it benefits individuals, communities, and those who serve.

We would expect tactical elements to include earned media, Web 2.0 tools, strategic distribution mechanisms (including online and physical distribution), two way communications networks with grantees and state service commissions, use of toolkits, etc.

Our key audiences include:

- Potential national service participants and volunteers, with an emphasis on minorities, baby-boomers, people from disadvantaged backgrounds, and communities of faith (and those who influence them);
- Existing, potential, and past grantees;
- Congress, Governors, and other elected officials
- National and local broadcast, print, and online media
- General public;
- Corporate, foundation, and private donors;
- Nonprofit, faith-based, and corporate organizations;
- K-12 and higher education institutions and associations;
- Other federal agencies and offices
- Current and former national service program participants;
- Headquarters and field employees

## **MEDIA CHALLENGES**

**Multiplicity of Brands:** The Corporation's organizational structure, multiple programs, and delivery mechanism through more than 7,000 national and local organizations presents challenges in gaining widespread brand recognition. At the Corporation level, we are promoting the agency, five programs, and numerous initiatives with their own brands. Also, the thousands of organizations that receive grants or national service participants from the Corporation all have their own unique identities. The Corporation recognizes that its greatest communications asset is its network of grantees in communities across America, and has been working to enhance the overall

communications capacity of this network through efforts such as co-branding, national events, and providing communications tools and training for grantees.

**Other Barriers:** The Corporation's programs and grantees receive thousands of positive stories each year. However given the large number, widespread distribution, and powerful impacts that our programs make in communities across the country, there is potential for significantly more coverage. Barriers include the competition between "good news" about people making a difference with harder news; the perception by some that service programs are 'nice' but not dealing with serious issues, even though they are tackling some of our nation's toughest social challenges; and the lack of time for busy program directors to do media outreach. Also, while regional and local coverage is strong, getting national network coverage is difficult.

### **III. CONTRACT TASKS TO BE PERFORMED**

The Corporation, specifically the Office of Public Affairs, is seeking a contractor to provide strategic communications services over the next five years. The primary focus areas for this contract are communications strategy, messaging, planning, and media relations. The Corporation is also issuing a separate Request for Proposals for Creative and Marketing Services to assist in creative services and the development and production of marketing materials to support our communications goals.

The following areas of service are needed and should be reflected in your proposal. The Contractor will work closely with the Corporation's Strategic Partnership Committee of the Board of the Directors in developing and reviewing milestones. The contractors will be expected to work with the Creative and Marketing Services firm and other contractors on communication initiatives. The Contractor will disclose which elements of the work described below will be managed in-house and which elements of work will be subcontracted. The Contractor shall name and describe potential subcontractors for each of the work elements described below.

**Strategic Communications and Media Planning--** The contractor shall develop and provide an annual, written Strategic Communications Plan that identifies communication goals and objectives, defines core messages, identifies key media and messaging opportunities, including events, such as executive leadership speaking and media opportunities, and provides a calendar and timeline for implementation.

**Branding Strategy –** The Contractor may be asked to develop a comprehensive branding analysis and strategy for the Corporation and its programs. That strategy would address several opportunities and challenges related to the Corporation's branding – the connection between the corporate entity and the programs; the multiplicity of Corporation programs and initiatives (including sub-program brands such as VISTA and NCCC); strategies for cascading the brand through thousands of grantees and subgrantees, cobranding, and more. The strategy will need to take into account a number of factors including history, legislation, stakeholder interests, program structure, budgets, and costs.



**Media Relations--** The contractor shall support the Corporation staff in developing and executing media outreach plans. This will include developing media plans; writing story pitches, key messages and other press materials; pitching stories; scheduling interviews, and providing support at press events. The Corporation is particularly interested in contractors with expertise and experience in media outreach on the national level – national network and cable television news and public affairs programming; national radio; and national magazine and newspaper outlets. The Corporation would also like the contractor to assist with getting messages about the importance and value of volunteering and national service more widely distributed in popular culture outlets, such as mass audience television programming through work with scripts, producers, and celebrities.

**Online Communications –** The contractor will assist the Corporation in strengthening its online presence through the use of Web 2.0 tools and technologies and outreach to new forms of media.

**Materials Development--** The contractor will work with the Public Affairs Office to develop media materials such as press releases, media lists, clip-books, matte service articles, pitch letters, op eds, backgrounders, and boilerplate materials. Given the close working relationship and need for coordination, the Corporation expects the contractor to share the media lists and contacts that it generates .

**Special Events--** On occasion, the contractor may be asked to develop and organize press events such as news conferences, satellite news tours, desk-side briefings, editorial board visits, or award ceremonies. The contractor may work with other public relations firms on events such as the National Conference on Volunteering and Service and the King Day of Service.

**Evaluation--** The contractor may be asked to specify tracking and evaluation mechanisms and procedures to monitor the effectiveness of communications efforts. These methods should include means of quantifying media placements and editorial coverage. These evaluations should give a return on investment comparison for each media strategy.

**SECTION D - PACKAGING AND MARKING**

**D.1 Preservation, Packing and Marking**

(a) All packing and mailing of reports or submittals shall be accomplished in the most economical and efficient manner and in accordance with the best commercial practices.

(b) All information submitted to the Contracting Officer or the Contracting Officer's Technical Representative (COTR) shall be clearly marked with the name of the organization/contractor, the contract number, task order, and/or modification number as appropriate, and the identification of the submission.

## **SECTION E - INSPECTION AND ACCEPTANCE**

### **E.1. INSPECTION AND ACCEPTANCE**

The government will have up to ten (10) business days, unless specifically denoted below or extended by notification, to review each deliverable product and provide oral and written comments. The Contractor shall review and incorporate comments or implement directed changes, after discussion or clarification from the COTR and submit a final version of the product no later than ten (10) business days thereafter.

NOTE All stated days for product delivery and government review, unless denoted otherwise, are stated in business days

### **E.2. REVIEW OF CONTRACTOR'S PERFORMANCE**

At the end of the seventh (7<sup>th</sup>) month of operations of each contract year, a review of the contractor's compliance with the tasks enumerated under this statement of work will be initiated by CNCS. The contractor shall provide all other necessary data requested by this statement of work so the CNCS can complete its review by the end of the ninth (9<sup>th</sup>) month of contract operation. All of the data shall be delivered to the COTR.

## **SECTION F - DELIVERIES OR PERFORMANCE**

### **F.1 INFORMAL REPORTS**

The contractor shall provide periodic informal status reports (reports frequency shall be indicated on each individual Task Order) in a mutually agreed upon format and method through the Contracting Officer for distribution to the Contracting Officer's Technical Representative (COTR) and shall provide requested information within 5 business days. The contractor shall provide notice of issues in word format to the Contracting Officer within 1 business day once they arise.

### **F.2 REPORTING REQUIREMENTS**

During the performance of this contract, the Contractor shall adhere to and submit the following reports:

- Attend weekly check-in meetings to review project status with the COTRs. Weekly meeting will be at the government's site and occasionally via conference call the date and time to be determined.
- Contractor shall provide the COTR and CO with a weekly update of all budget expenditures **broken out by Task Order** (the format and vehicle of the report will be decided after award of contract).

### **F.3 PLACE OF PERFORMANCE**

The place of performance will be identified in the individual task orders placed against this contract. A portion of the work to be performed under this contract will be performed at the Corporation's headquarters in Washington, DC. Additionally, the Corporation will provide access to all required space, supplies, and facilities as needed for meetings, briefings and other required on site activities with Corporation staff. Meetings, briefings, or other activities that are to be at the Corporation must be scheduled at least one day in advance with the Corporation's project manager to ensure space is available.

### **F.4 PERIOD OF PERFORMANCE**

The period of the contract will be for a base period of one year with four one-year options. Specific performance periods shall be as specified on the individual task orders placed against this contract.

### **F.5 SCHEDULE OF DELIVERABLES**

Deliverables and due dates will be as specified in each individual task order.

## **F.6 METHOD OF DELIVERY**

Electronic copies of document deliverables shall be delivered using Microsoft Office (e.g., MS Word, MS Excel, MS PowerPoint, MS Project, or MS Visio), unless otherwise specified by the COTR. Electronic submissions shall be made via email, unless otherwise agreed by the CO.

**SECTION G - CONTRACT ADMINISTRATION DATA****G.1. INVOICE AND BILLING INFORMATION**

The contractor shall provide a monthly invoice via email to [cncsinvoice@cns.gov](mailto:cncsinvoice@cns.gov) in a mutually agreed upon format using either Word, Excel, Adobe (scanned). The contractor shall provide a monthly invoice using the Corporation's web based vendor self service functionality once this functionality becomes available. This invoice shall be in accordance with the contract schedule and provide breakdown details on the monthly burn rate, total resources expended against the task order to date, remaining resources, expected burn rate for the upcoming period and (for labor hours based task orders) anticipated total expenditure to complete the task.

**Submission of Proper Invoice.** In order to initiate payment, the Contractor shall submit proper invoices monthly for reimbursement in the manner and format described herein. The following data must be included in an invoice for it to constitute a proper invoice:

1. name of contractor and invoice date;
1. contract number, task number and title or other authorization for delivery of property or services;
3. description, price, fee (if applicable), and quantity of property and services actually delivered or rendered;
4. shipping and payment terms;
5. name (where practicable), title, phone number, and complete mailing address of responsible official to whom payment is to be sent; and
6. other substantiating documentation or information as required by the contract.

**Form.** The Contractor may use its own form, but all the above information must be on the invoice. However, it is preferred that vouchers be submitted on the Government Standard Form 1034, "Public Voucher for Purchases and Services Other Than Personal -Continuation Sheet." These forms are available from the Government Printing Office, 710 N. Capitol Street, Washington, DC 20801.

**Address.** If the contractor does not have access to the internet, it must mail proper invoices to Corporation for National & Community Service, Attn: Accounts Payable, 1201 New York Ave., NW, Washington, DC 20525.

**G.2. PAYMENT INFORMATION**

A. Payments under the contract will be made by wire transfer through the Treasury Financial Communications System.

B. The Contractor shall furnish the following information to the Contracting Officer within ten (10) days of award to facilitate contract payments:

(1) Full name (where practicable), title, telephone number, and complete mailing address of responsible official to whom check payments are to be sent.

(2) The following bank accounting information required to accomplish wire transfers:

- (a) Name of the receiving bank.
- (b) City and State of the receiving bank.
- (c) American Bankers Association (ABA) nine-digit identifier of the receiving bank.

**G.3. CONTRACTING OFFICER'S AUTHORITY**

The Contracting Officer is the only person authorized to approve changes in any of the requirements under this contract and, notwithstanding any clause contained elsewhere in this contract, the said authority remains solely with the Contracting Officer.

In the event the Contractor effects any change at the direction of any person other than the Contracting Officer, including any change beyond the scope of authority given to the duly authorized Contracting Officer's Technical Representative identified in the Contract, the change will be considered to have been made without authority and no adjustment will be made in the contract price to cover any increase in charges incurred as a result thereof. The Contracting Officer has the authority to perform any and all post-award functions in administering and enforcing this contract in accordance with its terms and conditions.

#### **G.4 TRAVEL**

There will be limited travel under this contract (approximately 5 trips per year). Travel expenses (including per diem) will be reimbursed if authorized in a task order. The reimbursement of travel expenses is subject to the following limitations: (1) any subsistence allowance (i.e., meals and lodging) is limited by a per diem allowance prescribed by the General Services Administration; (2) expenses incurred as a result of travel using a personal automobile are reimbursed as prescribed by the General Services Administration; (3) reimbursement of air and train travel is limited to the most economical rate and reasonably traveled route as prescribed by the General Services Administration; and (4) each out-of-pocket travel and allowable miscellaneous administrative expense exceeding \$75 requires a receipt that is to be attached to the invoice. No overhead or G&A charges will be applied to authorized travel.

#### **G.5. TASK ORDER PROCEDURE**

Performance of this contract shall be pursuant to and as directed by written task orders which shall be consecutively numbered and contain, as a minimum, the following information:

- A. Task Order Number.
- B. Task Order subject and description of work.
- C. Period of performance.
- D. Estimated number of labor hours by labor category.
- E. Reporting requirements, and other relevant information as applicable.
- F. Accounting and Appropriation data.

Within five (5) working days of receipt of a written Task Plan request issued by the Contracting Officer or other such persons as may be designated in writing by the Contracting Officer, a detailed Task Plan shall be prepared by the Contractor, outlining all activities to be accomplished by the Contractor. The Corporation will respond to task orders within a seven ( 7) day period. Subject to circumstances, there may be some task orders driven by CEO directives that may require the contractor to produce a task plan within a 24-hour period. The Task Plan shall contain, at a minimum:

1. A recommended approach for performing the task.
2. An estimate of the total labor hours and dollars required to perform the task.



3. An estimate of Other Direct Costs by category.

The Contractor shall deliver via email to the Contracting Officer for review and written approval. **Work shall not begin until the Contractor has been notified by the Contracting Officer of the acceptance of the Task Plan.** Upon receipt of a Task Order (an approved Task Plan) from the Contracting Officer, the Contractor shall begin the work effort as stated in the Task Plan. In rare occasions, which will be determined by the Contracting Officer a notice to proceed will be issued via email to allow work of a task plan to begin. This will be followed up by a written task order with two weeks.

If, before or during the performance period for the Task Order, the Contractor has reason to believe that the cost or period of performance will exceed the estimate set forth in the approved Task Plan, the Contractor shall notify the Contracting Officer and submit for approval, revised estimates for completion of the Task.

**The Contractor shall perform work as stated in the approved Task Plan, but in no event is the Contractor authorized to incur cost in excess of the dollar amount set forth in each individual approved Task Order, without the written approval of the Contracting Officer.**

**G.6 MINIMUM GUARANTEE**

The Government guarantees that it will issue on or more orders whose aggregate value is at least \$1,000.00 per year. However, once this minimum has been attained, there will be no obligation for the government to issue additional orders. All orders placed will be applied to the guaranteed minimum.

## **SECTION H - SPECIAL CONTRACT REQUIREMENTS**

### **H.1. KEY PERSONNEL**

The personnel specified below (or as specified in the Schedule of this contract) are considered to be essential to the work being performed hereunder. To maintain consistency and clarity of operations, one dedicated Program Manager/Lead must be available to manage all task orders awarded under this IDIQ contract. Prior to removing, replacing, or diverting any of the specified individuals to other contracts, the Contractor shall notify the Contracting Officer reasonably in advance and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact of such substitution upon the contract. No diversion shall be made by the Contractor without the written consent of the Contracting Officer; provided, the Contracting Officer may ratify in writing the change, and such ratification shall constitute the consent of the Contracting Officer required by this clause. The personnel listed below (or specified in the Schedule of this contract) may, with the consent of the contracting parties, be amended from time to time during the contract to either add or delete personnel and/or facilities, as appropriate.

**Key Personnel Position:** Project Director

### **H.2. PERSONNEL CHANGES**

The Contractor agrees that no key personnel substitutions or additions will be made unless necessitated by compelling reasons including, but not limited to: illness, death, maternity leave, or termination of employment. In such an event, the Contractor must promptly provide the information required by the paragraph below to the Contracting Officer for approval before any substitution or addition of key personnel. Proposed substitutes must have qualifications that meet or exceed the qualifications of the labor category to be replaced. Whenever possible, the Contractor must submit fully compliant requests for substitutions or additions in writing to the Contracting Officer for approval at least fifteen working days in advance of the proposed change. The Contracting Officer will promptly evaluate and respond to such requests.

### **H.3. PERSONNEL CHANGE REQUESTS**

A request for a key personnel change shall include a detailed explanation of the reason for the proposed substitution or addition; a complete resume for the person to be substituted or added; and all other information requested by the Contracting Officer and COTR. Noncompliance with the provisions of this clause

will be considered a material breach of the terms and conditions of the contract for which the Government may seek any and all appropriate remedies.

#### **H.4. SECURITY AND PRIVACY**

As a federal agency, the Corporation for National and Community Service (CNCS) is subject to and complies with the security requirements of the Federal Information Security and Management Act, (FISMA). The Contractor shall ensure that services and products provided under a contract resulting from this solicitation shall comply with the Corporation's information security program and privacy program policies, and Contractor Security Requirements available at: [http://www.nationalservice.gov/pdf/infosec\\_contract\\_clauses.pdf](http://www.nationalservice.gov/pdf/infosec_contract_clauses.pdf).

#### **H.5. CONTINUITY OF SERVICES (Jan 1991)**

(a) The Contractor recognizes that the services under this contract are vital to the Government and must be continued without interruption and that, upon contract expiration, a successor, either the Government or another contractor, may continue them. The Contractor agrees to—

(1) Furnish phase-in training; and

(2) Exercise its best efforts and cooperation to effect an orderly and efficient transition to a successor.

(b) The Contractor shall, upon the Contracting Officer's written notice, (1) furnish phase-in, phase-out services for up to 90 days after this contract expires and

(2) negotiate in good faith a plan with a successor to determine the nature and extent of phase-in, phase-out services required. The plan shall specify a training program and a date for transferring responsibilities for each division of work described in the plan, and shall be subject to the Contracting Officer's approval. The Contractor shall provide sufficient experienced personnel during the phase-in, phase-out period to ensure that the services called for by this contract are maintained at the required level of proficiency.

(c) The Contractor shall allow as many personnel as practicable to remain on the job to help the successor maintain the continuity and consistency of the services required by this contract. The Contractor also shall disclose necessary personnel records and allow the successor to conduct on-site interviews with these employees. If selected employees are agreeable to the change, the Contractor shall release them at a mutually agreeable date and negotiate transfer of their earned fringe benefits to the successor.

(d) The Contractor shall be reimbursed for all reasonable phase-in, phase-out costs (*i.e.*, costs incurred within the agreed period after contract expiration that result from phase-in, phase-out operations) and a fee (profit) not to exceed a pro rata portion of the fee (profit) under this contract.

## Section I – Contract Clauses

### I.1 CLAUSES INCORPORATED BY REFERENCE FAR 52.252-2 (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es):

[http: www.arnet.gov/far/](http://www.arnet.gov/far/)

### **FEDERAL ACQUISITION REGULATION CLAUSES**

<b>FAR CLAUSE NO.</b>	<b>TITLE</b>	<b>DATE</b>
52.202-1	Definitions	JUL 2004
52.203-3	Gratuities	APR 1984
52.203-5	Covenant Against Contingent Fees	APR 1984
52.203-6	Restrictions on Subcontractor Sales to the Government.	SEPT 2006
52.203-7	Anti-Kickback Procedures	JUL 1995
52.203-8	Cancellation, Rescission, and Recovery of Funds for Illegal or Improper Activity	JAN 1997
52.203-10	Price or Fee Adjustment for Illegal or Improper Activity	JAN 1997
52.203-12	Limitation on Payments to Influence Certain Federal Transactions	SEPT 2007
52.204-4	Printing or Copying Double-Sided on Recycled Paper	AUG 2000
52.209-6	Protecting the Governments Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment	SEPT 2006
52.215-2	Audit and Records-Negotiation	JUN 1999
52.215-8	Order of Precedence--Uniform Contract Format	OCT 1997
52.215-10	Price Reduction for Defective Cost or Pricing Data	OCT 1997
52.215-12	Subcontractor Cost or Pricing Data	OCT 1997
52.215-14	Integrity of Unit Prices	OCT 1997
52.215-15	Pension Adjustments and Asset Reversions	OCT 2004
52.215-18	Reversion or Adjustment of Plans for Postretirement Benefits (PRB) Other Than Pensions	JULY 2005
52.217-8	Option to Extend Services	NOV 1999
52.219-8	Utilization of Small Business Concerns	MAY 2004
52.219-16	Liquidated Damages – Subcontracting Plan	JAN 1999
52.219-25	Small Disadvantaged Business Participation Program - Disadvantaged Status and Reporting	OCT 1999
52.222-3	Convict Labor	JUN 2003
52.222-21	Prohibition of Segregated Facilities	FEB 1999
52.222-26	Equal Opportunity	MAR 2007
52.222-35	Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era and Other Eligible Veterans	SEPT 2006
52.222-36	Affirmative Action for Workers with Disabilities	JUN 1998
52.222-37	Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Ear, and Other Eligible Veterans	SEPT 2006

52.222-46	Evaluation of Compensation for Professional Employees	FEB 1993
52.223-5	Pollution Prevention and Right-to-Know Information	AUG 2003
52.223-6	Drug-Free Workplace	MAY 2001
52.223-14	Toxic Chemical Release Reporting	AUG 2003
52.224-1	Privacy Act Notification	APR 1984
52.224-2	Privacy Act	APR 1984
52.227-1	Authorization and Consent	DEC 2007
52.227-2	Notice and Assistance Regarding Patent and Copyright Infringement	DEC 2007
52.227-14	Rights in Data – General	JUN 1987
52.227-16	Additional Data Requirements	JUN 1987
52.227-19	Commercial Computer Software License	DEC 2007
52.228-5	Insurance—Work on a Government Installation	JAN 1997
52.229-3	Federal, State, and Local Taxes	APR 2003
52.232-1	Payments	APR 1984
52.232-7	Payments under Time-and-Materials and Labor Hour Contracts	FEB 2007
52.232-8	Discounts for Prompt Payment	FEB 2002
52.232-9	Limitation on Withholding of Payments	APR 1984
52.232-11	Extras	APR 1984
52.232-17	Interest	JUN 1996
52.232-18	Availability of Funds	APR 1984
52.232-19	Availability of Funds for the Next Fiscal Year	APR 1984
52.232-23	Assignment of Claims	JAN 1986
52.232-25	Prompt Payment	OCT 2003
52.232-33	Payment by Electronic Funds Transfer -- Central Contractor Registration	OCT 2003
52.233-1	Disputes	JULY 2002
52.233-3	Protest after Award	AUG 1996
52.237-1	Site Visit	APR 1984
52.237-2	Protection of Government Buildings, Equipment, and Vegetation	APR 1984
52.237-3	Continuity of Services	JAN 1991
52.239-1	Privacy or Security Safeguards	AUG 1996
52.242-13	Bankruptcy	JUL 1995
52.243-1	Changes—Fixed-Price	AUG 1987
52.243-3	Changes- Time-and-Materials or Labor Hours	AUG 1987
52.244-2	Subcontracts	JUN 2007
52.244-5	Competition in Subcontracting	DEC 1996
52.245-1	Government Property	JUN 2007
52.245-2	Government Property Installation Operation Services	JUN 2007
52.246-25	Limitation of Liability—Services	FEB 1997
52.249-2	Termination For Convenience of the Government (Fixed-Price)	MAY 2004
52.249-6	Termination (Cost Reimbursement)	MAY 2004
52.249-8	Default (Fixed-Price Supply and Service)	APR 1984
52.249-14	Excusable Delays	APR 1984
52.253-1	Computer Generated Forms	JAN 1991

## **1.2 ORDERING FAR 52.216-18 (OCT 1995)**

(a) Any supplies and services to be furnished under this contract shall be ordered by issuance of delivery orders or task orders by the individuals or activities

designated in the Schedule. Such orders may be issued from the effective date of the contract through the end of the option year being exercised.

(b) All delivery orders or task orders are subject to the terms and conditions of this contract. In the event of conflict between a delivery order or task order and this contract, the contract shall control.

(c) If mailed, a delivery order or task order is considered "issued" when the Government deposits the order in the mail. Orders may be issued orally, by facsimile, or by electronic commerce methods only if authorized in the Schedule.

### **I.3 INDEFINITE QUANTITY FAR 52.216-22 (OCT 1995)**

(a) This is an indefinite-quantity contract for the supplies or services specified and effective for the period stated, in the Schedule. The quantities of supplies and services specified in the Schedule are estimates only and are not purchased by this contract.

(b) Delivery or performance shall be made only as authorized by orders issued in accordance with the Ordering clause. The Contractor shall furnish to the Government, when and if ordered, the supplies or services specified in the Schedule up to and including the quantity designated in the Schedule as the "maximum." The Government shall order at least the quantity of supplies or services designated in the Schedule as the "minimum."

(c) Except for any limitations on quantities in the Order Limitations clause or in the Schedule, there is no limit on the number of orders that may be issued. The Government may issue orders requiring delivery to multiple destinations or performance at multiple locations.

(d) Any order issued during the effective period of this contract and not completed within that period shall be completed by the Contractor within the time specified in the order. The contract shall govern the Contractor's and Government's rights and obligations with respect to that order to the same extent as if the order were completed during the contract's effective period; *provided*, that the Contractor shall not be required to make any deliveries under this contract after **six months beyond the effective period of the contract**.

### **I.5 OPTION TO EXTEND THE TERM OF THE CONTRACT FAR 52.217-9 (MAR 2000)**

(a) The Government may extend the term of this contract by written notice to the Contractor **before the expiration of the preceding contract period**, provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least **60 days** before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, **shall not exceed the date of award (base year) and four (4) option years.**

**I.9 AVAILABILITY OF FUNDS FOR THE NEXT FISCAL YEAR FAR 52.232-19 (APR 1984)**

Funds are not presently available for performance under this contract beyond **March 6, 2009**. The Government's obligation for performance of this contract beyond that date is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Government for any payment may arise for performance under this contract beyond **March 6, 2009**, until funds are made available to the Contracting Officer for performance and until the Contractor receives notice of availability, to be confirmed in writing by the Contracting Officer.

**I.10 WARRANTY OF SERVICES FAR 52.246-20 (MAY 2001)**

(a) *Definition.* "Acceptance," as used in this clause, means the act of an authorized representative of the Government by which the Government assumes for itself, or as an agent of another, ownership of existing and identified supplies, or approves specific services, as partial or complete performance of the contract.

(b) Notwithstanding inspection and acceptance by the Government or any provision concerning the conclusiveness thereof, the Contractor warrants that all services performed under this contract will, at the time of acceptance, be free from defects in workmanship and conform to the requirements of this contract. The Contracting Officer shall give written notice of any defect or nonconformance to the Contractor **within 90 days from the date of acceptance by the Government unless stated otherwise in the task order.** This notice shall state either—

- (1) That the Contractor shall correct or reperform any defective or nonconforming services; or
- (2) That the Government does not require correction or reperformance.

(c) If the Contractor is required to correct or reperform, it shall be at no cost to the Government, and any services corrected or reperformed by the Contractor shall be subject to this clause to the same extent as work initially performed. If the Contractor fails or refuses to correct or reperform, the Contracting Officer may, by contract or otherwise, correct or replace with similar services and charge to

the Contractor the cost occasioned to the Government thereby, or make an equitable adjustment in the contract price.

(d) If the Government does not require correction or reperformance, the Contracting Officer shall make an equitable adjustment in the contract price.



**SECTION J - LIST OF DOCUMENTS, EXHIBITS, AND OTHER ATTACHMENTS**

The documents listed below are attached to this section and are made a part hereof:

<b><u>Attachment</u></b>	<b><u>Description</u></b>
<b>1</b>	<b>SAMPLE TASK 1 - OP-ED ON PRO BONO VOLUNTEERING</b>
<b>2</b>	<b>SAMPLE TASK 2 - STRATEGIC MEDIA PLAN FOR AMERICORPS WEEK</b>
<b>3</b>	<b>SAMPLE TASK PRICING SHEET</b>
<b>4</b>	<b>PAST/PRESENT PERFORMANCE QUESTIONNAIRE</b>
<b>5</b>	<b>PRICING SHEET</b>
<b>6</b>	<b>ROLES AND RESPONSIBILITIES/ LABOR CATEGORIES</b>

**SECTION K - REPRESENTATIONS, CERTIFICATIONS AND OTHER  
STATEMENTS OF OFFERORS**

To be eligible for award of a contract resulting from this solicitation, all Offerors must be registered in the Federal Government's Central Contractor Registration" (CCR), and be registered in the Federal Government "Online Representations and Certifications Application" (ORCA). Both of these separate registrations can be accomplished through the following website:

<http://www.bpn.gov>

NOTE: When properly registered in each of these systems, the vendor will receive an automatic acknowledgement confirming successful registration in each system. Without such acknowledgements, the registrations are not complete.

**SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES  
TO OFFERORS**

**L.1 CONTENT AND FORMAT OF SUBMISSION**

(1) A proposal submitted in response to this solicitation must consist of three (3) Volumes.

-Volume I shall contain the Introduction of Company, Past Performance, and Personnel.

-Volume II shall contain the Technical Proposal. These sections must not contain any contract price or cost information which shall be submitted in a separate volume.

-Volume III shall contain the Price Proposal.

(2) The content of proposal volumes must be internally consistent with the organizational structure described herein. Those not adhering to this structure may be considered unacceptable.

(3) Offerors must submit the following number of copies:

-One (1) original and six (6) paper copies of the written Introduction of Company, Past Performance, and Personnel.

-One (1) original and six (6) paper copies of the written Technical Proposal.

-One (1) original and six (6) paper copies of the Price Proposal.

-One (1) original and six (6) paper copies of the Sample Task.

In addition, one formatted CD containing all quotation materials must be delivered to the Corporation in their native electronic format. All files shall be compatible with Microsoft office product(s).

(4) An offeror's Technical Proposal will be evaluated in accordance with those factors set forth in Section M.

(5) Electronically submitted (email) or FAXed proposals will not be accepted.

(6) Any data previously submitted in response to another solicitation will be assumed unavailable to the Contracting Officer; and this data must not be incorporated into the technical proposal by reference.

(7) Clarity and completeness of the proposal are of the utmost importance. The proposal must be written in a practical, clear and concise manner. It must use quantitative terms whenever possible and must avoid qualitative adjectives to the maximum extent possible.

(8) Proposals must be legible, double spaced (personnel resumes may be single spaced), typewritten (on one side only), in a type size not smaller than 10 point pitch with a one-inch margin on all sides, on paper not larger than eight and a

half by eleven inches and not exceeding the page limits established in this solicitation.

## **L.2 PAGE RESTRICTIONS**

The body of the Contractor Technical Proposal is not to exceed 20 pages. The page count will not include: responses to sample task orders, resumes, cover pages, table of contents, glossary of terms, and past performance documentation. **The body of each of the responses to sample task orders shall not exceed ten pages.** All pricing information shall be included in the Price Proposal only.

## **L.3 INTRODUCTION OF COMPANY, PAST PERFORMANCE, & PERSONNEL (VOLUME I)**

- Introductory letter on company history and related experience in this area of expertise.
- Professional qualifications of the organization and references from other organizations for which the Contractor has performed similar work. Refer to Attachment 4 for Past-Performance Questionnaire. This form must be sent to three references. The references must return the completed forms to Marilyne Brooks, mbrooks@cns.gov or to CNCS, 1201 New York Ave, Washington D.C. 20525, Attn: Marilyne Brooks, by the RFP close date. References that are not submitted by this time may disqualify the proposal.
- Referenced projects completed should be similar to the work to be performed under this RFP.
- Key Staff identification and resumes. Contractor is expected to make the proposed staff identified as "Key Staff" available as needed for the life of the project. The Contractor is required to identify resources to the project who are employees of the prime Contractor or employed for a sub-contractor with a signed teaming relationship in effect at the time of proposal.

## **L.4 TECHNICAL PROPOSAL (VOLUME II)**

- Detailed description of the contractor's experience in meeting the requirements outlined in Section C.
- **A Separate technical proposal for the sample task order identified in the Sample Task Attachments. This shall include:**
  - **Approach - Detailed description of the contractor's experience, including timeframes and benchmarks, of how the Contractor intends to approach all aspects of the sample task.**
  - **Delivery Schedule - A high-level delivery schedule, including all aspects outlined in the Approach section.**
  - **Key Personnel outlined for the sample task**

## **L.5 PRICE PROPOSAL (VOLUME III)**

The majority of the SOO elements are services. Offerors shall propose labor categories and a description of the labor categories. These labor categories shall be defined in terms of level of education, number of years of general work experience, number of years of technical or functional experience specific to the tasks to be performed. The labor categories shall also specify the level of expertise to be expected, where the levels are "entry-level", "fully-trained", "seasoned professional", "manager/mentor" and "nationally-recognized expert". This expertise applies to the skill set in which a person would be applied (i.e. we do not expect anyone to be a seasoned professional in all aspects of all elements of a given category in the statement of work). The offeror shall propose labor categories, a description of the labor category, the labor rates, and the proposed rate applying all offered and applicable discounts. Rates shall be provided for the initial contract year and each of the four option years.

The offeror shall provide fully-loaded government-site rates and fully-loaded contractor-site rates. Attachment 5 is a spreadsheet with labor categories listed which may be used in the task orders. This is not a complete listing and additional categories may be added when needed via contract modification. The spreadsheet is to assist the government in defining specific skill sets and categories the contractor will be using during this requirement.

The offeror shall also demonstrate how these rates compare to the rates currently offered to other government agencies.

A separate price proposal spreadsheet for the sample task outlined in Section L is provided (Attachment 1-3). Both of the spreadsheets are the only form that should be used to submit proposed rates to be evaluated and used under this contract. These forms should stay in an excel format and may not be altered to any other format.

## **L.7 52.217-5 EVALUATION OF OPTIONS. (JUL 1990)**

Except when it is determined in accordance with FAR 17.206(b) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement (base period of performance). Evaluation of options will not obligate the Government to exercise the option(s).

## **L.8 52.233.2 SERVICE OF PROTEST (SEPT 2006)**

(a) Protests, as defined in section 31.101 of the Federal Acquisition Regulation, that are filed directly with an agency, and copies of any protests that are filed with the Government Accountability Office (GAO), shall be served on the Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from:

Roderick Gaither  
Corporation for National & Community Service  
1201 New York Ave NW (8<sup>th</sup> Floor)  
Washington, DC 20525

(b) The copy of any protest shall be received in the office designated above within one day of filing a protest with the GAO.

#### **L.9 QUESTIONS PERTAINING TO SOLICITATION**

(1) All questions shall be addressed to the Contract Specialist at the following email address:

Marilyne Brooks, Contract Specialist  
opsmail@cns.gov

Please send all questions via email. Questions will not be taken or answered over the phone or by fax. Please include the Request for Proposal Number in the subject line. Once questions are compiled they will be answered by an issued amendment to the solicitation.

(2) Questions will be permitted from December 19, 2008 through January 7, 2009. Questions submitted after January 7, 2009, 12:00pm EST may not be answered.

(3) Answers to questions of a substantive nature will be provided by January 14, 2009, via a modification to this solicitation posted on [www.fedbizopps.gov](http://www.fedbizopps.gov)

#### **L.10 SUBMISSION OF PROPOSED SUBCONTRACTING PLAN**

This subcontracting requirement applies only to large businesses. In accordance with the clause of this solicitation entitled, "Small, Veteran-owned Small Business (including Service Disabled Veteran-Owned Small Business), Hubzone Small Business, Small Disadvantaged, and Women Owned Small Business Subcontracting Plan, Section I.1 (FAR 52.219-9) the Offerors shall submit their proposed subcontracting plan with their proposal. In addition, the clause requires the submission of Standard Form (SF) 294, "Subcontracting Report for Individual Contract," and or (SF) 295, Summary Subcontract Report, in accordance with the instructions contained on these forms.

Subcontracting Plans will be negotiated and made a part of the resultant contract. The Government's subcontracting goal is 24%. The Offeror will include in this Section the Small, Veteran Owned Small Business, Hubzone Small Business, Small Disadvantaged, HUBZone and Women Owned Small Business.

- a. In establishing goals for small and small disadvantaged business, the total goal (both small and small disadvantaged) proposal shall reflect maximum practical opportunities as well as a clear understanding of the work to be accomplished and the suitability of the proposal goal structure to meet mission objectives. The goals must recognize the distinct differences in professional skills and the complexity of varied disciplines as well as job difficulty.
- b. In developing the subcontracting plan, emphasis should be placed on the extent of small and small disadvantaged business participation. Proposals must offer, as a minimum, goal levels of 24% of all work to be subcontracted to small businesses.

The contractor must identify which small business categories will be utilized within their subcontracting plan and include percentages that will be utilized to accomplish the small business goals of 24%.

- 1) Small Business – \_\_\_\_\_%
- 2) Small Disadvantaged Business – \_\_\_\_\_%
- 3) 8(a) Certified- \_\_\_\_\_%
- 4) HUBZone Business – \_\_\_\_\_%
- 5) Women Owned Small Business – \_\_\_\_\_%
- 6) Veterans Preference – \_\_\_\_\_%

- c. Offers proposing the use of small and small disadvantaged businesses must also commit to using the proposed contractor for a period of 12 months following contract award, without substitution or replacement of any key personnel employed by that contractor. Any substitutions in the subcontractors will be contingent upon the approval of the Contracting Officer.

#### **L.11 CONTENT AND FORMAT OF SUBMISSION**

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. The offeror is cautioned that the listed provisions may include blocks that must be completed by the offeror and submitted with its quotation or offer. In lieu of submitting the full text of those provisions, the offeror may identify the provision by paragraph identifier and provide the appropriate

information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this/these address(es):

<http://www.arnet.gov/far/>

**L.12. COMMITMENT OF GOVERNMENT TO PAY COST INCURRED IN SUBMISSION OF PROPOSAL**

This solicitation does not commit the Government to pay any cost incurred in the submission of the offer/quotation or in making necessary studies of designs for the preparation thereof, nor to contract for services or supplies. Further, no cost may be incurred in anticipation of a contract with the exception that any such costs incurred at the offeror's risk may later be charged to any contract to the extent that they would have been allowable if incurred after the date of the contract and to the extent authorized by the Contracting Officer.

**L.13 PROPOSAL ACCURACY**

Proposals must set forth full accurate and complete information as required by the request for proposal (including attachments). The penalty for making false statements in proposals is prescribed in 18 U.S.C. 1001.



## **SECTION M - EVALUATION FACTORS FOR AWARD**

### **M.1 EVALUATION FACTORS FOR AWARD**

All factors other than cost or price when combined are significantly more important than cost or price. The Corporation reserves the right to award to other than the lowest-priced offeror. The Corporation will evaluate proposals using the "Tradeoff Methodology".

The Corporation reserves the right to award the contract based on initial offers received, without discussions or negotiations of such offers. Therefore, it is important that each offer fully address the requirements stated in this RFP, including any exceptions thereto or deviations there from.

However, the Corporation also reserves the right to conduct discussions, if later determined to be necessary, with Offerors making the competitive range. The Corporation anticipates awarding a contract to Offeror(s) whose Proposal contains the "best value" to the Corporation, price and other factors considered. The Contracting Officer may consider award to other than the lowest priced Offeror or other than the highest technically rated Offeror when in the best interest of the Corporation. The Corporation reserves the right to make award based on fewer than all work elements proposed for any given offeror. The Corporation reserves the right to make no award pursuant to this solicitation.

To be accepted and eligible for evaluation, Proposals must be prepared in accordance with, and must comply with, the instructions given in this solicitation document.

### **M.2 TECHNICAL EVALUATION FACTORS FOR AWARD**

The Corporation will evaluate proposals based on the following technical factors. The areas listed below are in no specific order of importance.

The contractor shall specify tracking and evaluation mechanisms and procedures to monitor the effectiveness of marketing efforts. These methods should include means of quantifying media placements and editorial coverage. These evaluations must give a return on investment comparison and be completed for each campaign component.

The following criteria will be used in evaluating proposals:

1. A description of your ability and method for developing and implementing strategic communications and media planning, branding strategy, media relations, online communications, material development, special events, branding strategy, and evaluation.
2. A description of your ability to respond to rapidly changing and competing priorities.
3. A description of your capacity to work with contracts of this size and nature.

4. A description of your specific contacts, experience, effectiveness in working with national broadcast and print news outlets, and/or working with non-news television programs that reach a mass audience.
5. A description of your effectiveness in working with online media.
6. Your experience and past performance, including past project costs and work samples. Please provide the following:
  - Sample of a communications or media strategy and its results and impact.
  - Samples of press materials, including a pitch letter, op-ed, key messages or talking points document, and a press kit.
7. To help the Corporation gauge your agency's scope of work, capacity, creativity and costs for conducting specific tasks; please provide cost estimates to the best of your ability for the Sample Tasks (Attachment 1, Attachment 2, Attachment 3). Please indicate subcontractors in your assignment as well.

**-Scoring Adjectives.** The following adjectives will be used as general guidance in assessing each technical proposal as a whole:

"Outstanding"	O	Very significantly exceeds most or all solicitation requirements. Response exceeds a "Better" rating. The Offeror has clearly demonstrated an understanding of all aspects of the requirements to the extent that timely and highest quality performance is anticipated.
"Better"	B	Fully meets all solicitation requirements and significantly exceeds many of the solicitation requirements. Response exceeds an "Acceptable" rating. The areas in which the Offeror exceeds the requirements are anticipated to result in a high level of efficiency or productivity or quality.
"Acceptable"	A	Meets all solicitation requirements. Complete, comprehensive, and exemplifies an understanding of the scope and depth of the task requirements as well as the Offeror's understanding of the Government's requirements.
"Marginal"	M	Less than "Acceptable." There are some deficiencies in the technical proposal. However, given the opportunity for discussions, the technical proposal has a reasonable chance of becoming at least "Acceptable." (Areas of a technical proposal which remain to be "Marginal" after "Best and Final" offers shall not be subject to further discussion or revision.) If award is made on initial offers, there will not be an opportunity for discussions, nor a chance to become at least "Acceptable."
"Unacceptable"	U	Technical proposal has many deficiencies and/or gross omissions: Failure to understand much of the scope of

work necessary to perform the required tasks; failure to provide a reasonable, logical approach to fulfilling much of the Government's requirements; failure to meet many personnel requirements of the solicitation. (When applying this adjective to the technical proposal as a whole, the technical proposal must be so unacceptable in one or more areas that it would have to be significantly revised to attempt to make it other than unacceptable.)

### **M.3 PRICE EVALUATION FACTORS FOR AWARD**

The Corporation will evaluate Price Proposals based upon the following factors:

- **COST/PRICE FACTORS** will be analyzed to (a) determine what the Government should realistically expect to pay for the proposed effort; (b) assess the offeror's understanding of the work; and (c) assess the offeror's ability to perform the contract. Sample Price proposals shall remain separate and will only be used for evaluation purposes.

### **M.4 PAST PERFORMANCE**

(a) The Government will evaluate the quality of the offeror's past performance. This evaluation is separate and distinct from the Contracting Officer's responsibility determination. The assessment of the offeror's past performance will be used to evaluate the relative capability of the offeror and other competitors to successfully meet the requirement of the RFP. Past performance of significant and/or critical subcontractors will be considered to the extent warranted by the subcontractor's involvement in the proposed effort. Past performance of "key personnel," if any, may be considered.

(b) The Government reserves the right to obtain information for use in the evaluation of past performance from any and all sources including sources outside of the Government. Offerors lacking relevant past performance history will receive a neutral rating for past performance. However, the proposal of an offeror with no relevant past performance history, while rated Not Applicable in past performance, may not represent the most advantageous proposal to the Government and thus, may be an unsuccessful proposal when compared to the proposals of other offerors. The offeror must provide the information requested above for past performance evaluation or affirmatively state that it possesses no relevant directly related or similar past performance experience. The Government reserves the right not to evaluate or consider for award the entire proposal from an offeror which fails to provide the past performance information or which fails to assert that it has no relevant, directly-related or similar past performance experience.

(c) The Government will consider the following elements of past performance:

- QUALITY OF SERVICE** - Assess the offeror's conformance to contract requirements and standards of good workmanship.

-BUSINESS RELATIONS - Assess the integration and coordination of all activity needed to execute the contract, specifically the timeliness and quality of problem identification, corrective action plans, proposal submittals, the offeror's history of reasonable and cooperative behavior, and customer satisfaction.

-COST CONTROL - Assess the offeror's effectiveness in forecasting, managing, and controlling costs.

-EMPLOYEE RETENTION - Assess the offeror's effectiveness in transitioning resources and personnel and hiring qualified workforce personnel.

(d) The government will use the following adjectival definitions as guidelines in evaluating past performance:

**OUTSTANDING** - The contractor has demonstrated an outstanding performance level that was significantly in excess of anticipated achievements and is commendable. It is expected that this rating will be used in those rare circumstances where contractor performance clearly exceeds the performance levels described as "Excellent".

**EXCELLENT** - The contractor has substantially exceeded the contract performance requirements.

**GOOD** - There are no, or very minimal issues and the contractor has met the contract requirements.

**FAIR** - Overall compliance requires minor agency resources to ensure achievement of contract requirements.

**POOR** - Overall compliance requires significant agency resources to ensure achievement of contract requirements.

**UNSATISFACTORY** - Non-conformances are jeopardizing the achievement of contract requirements, despite use of agency resources. Recovery is not likely. If performance cannot be substantially corrected, it constitutes a significant impediment in consideration for future awards containing similar requirements.

**NOT APPLICABLE** - Unable to provide a score.

[END OF SOLICITATION]